



## TOWN OF LOS GATOS

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### ARTS COMMISSION

Penelope O'Neill, Chair	Jade Bradbury, Vice-Chair
Tricia Capri	Mary Curtis
Marianne Hamilton	Jonathan Knowles
Valerie Hopkins	David Stonesifer
Mika Storz	

### TOWN OF LOS GATOS ARTS COMMISSION

**WEDNESDAY, SEPTEMBER 17, 2008**

**3:00 P.M.**

**208 East Main Street  
Neighborhood Center  
Los Gatos, California**

### MINUTES

1. **ROLL CALL**

Members Present: Chair O'Neill, Vice Chair Bradbury, Commissioners Capri, Curtis, Hamilton, Hopkins, Stonesifer and Storz

Members Absent: Commissioner Knowles (arrived 3:45 p.m.)

Also Present: Regina Falkner, Community Services Director, Maurine Dudley, Admin. Secretary, Shawn Spano, Greg Larson

2. **APPROVAL OF AUGUST 13, 2008 MINUTES**

It was M/S/C (Curtis/Hamilton) that the minutes be approved as submitted.

3. **COMMUNICATIONS**

Verbal (Three minute time limit per speaker for subjects not agendaized)

Commissioner Hopkins requested revision in application to have Arts Commissioner required to attend meeting before appointment and to include attendance at 5 concerts if appointed. It was Indicated Council asks applicants if they attend meetings/concerts during interview. Can revise.

Commissioner Hopkins also requested definition of what we present at MIP to reflect music on surveys.

Vice-Chair Bradbury indicated there was an error on the reception time for the AICC. The date of the reception is October 2<sup>nd</sup> from 6 to 8 p.m. Vice-Chair Bradbury thanked Jonathan and Valerie for assisting on Thursday and Tricia on Friday.

Written - None

4. **COMMITTEE REPORTS:**

See attached Music in the Park Debrief Summary Notes.

Exhibit A

5. **LIAISON REPORTS (Networking the Arts)**

(Three minute time limit per report)

No report.

6. **ADJOURNMENT**

The meeting was adjourned to Wednesday, October 8, 2008 at 4 p.m.

Exhibit A - Music in the Park Debrief Summary Notes

**Summary Notes  
Arts Commission Meeting  
September 17, 2008**

**Meeting Purpose and Objectives (stated in advance on the agenda)**

- Purpose: To review the 2008 Music in the Park summer series and explore the role of MIP within the Arts Commission and in relation to the Town of Los Gatos.
- Objective 1: Debrief the 2008 MIP summer series
- Objective 2: Discuss how MIP fits within the scope of the Commission
- Objective 3: Assess the relationship between MIP and the Town
- Objective 4: Plan for next facilitated Arts Commission meeting

**Introduction Activity: What Commissioners Enjoy Most about MIP**

- Creating community and giving back to the community
- Making people happy
- Providing a place for families to be together
- Expressions of appreciation from the community

**Debrief 2008 MIP**

- Strengths and successes
  - Tribute band concept
  - Turnout/crowds
  - The community loved it
  - Music quality
  - Support from Town staff
  - Garbage control and recycling
  - Sponsorships
  - The Cash biography
  - The flexibility and responsiveness of the Arts Commissioners
  - The dedication of the Arts Commissioners (in time and energy)
- Challenges and concerns
  - Managing the size of the event. Arts Commissioners agree that MIP should not grow beyond the 2008 attendance, which was large by historical standards.
  - Monitoring blankets/adapting to the new ordinance. Arts Commissioners agree that they should not have to assume a police role in enforcing ordinances, rules and policies.
  - Marketing that targets Los Gatos residents exclusively.
  - Sound quality/sound engineer.

**MIP and the Arts Commission**

- Goals of MIP
  - To provide a rich experience for the community
  - To achieve excellence in providing a quality product

- Target and attract Los Gatos residents
- Maintain the size at current levels, or less
- How MIP fits within the scope of the Arts Commission's work
  - AC is known for MIP
  - MIP expends most of its time and resources on MIP
- Ideas to expand the role of the Arts Commission
  - Leverage MIP to create awareness of other Commission programs, Los Gatos museums and other arts groups and programs in the Los Gatos community. For example, use the tent at MIP to market other arts groups and programs
  - Engage in collaborative efforts with other art groups and programs
  - Note: The move to expand the role of the Arts Commission beyond MIP is consistent with the goals, objectives and activities of the Arts Commission as stipulated by Council in the enabling resolution. So expanding the role of the Arts Commission is expected and encouraged.

### **Proposed Action Items**

- Consult with the Town Attorney to determine the extent to which, if at all, the Arts Commission can be involved in the selection of the sound engineer. As a starting point, the Commission will need to review sound specifications and be clear on the sound requirements that are needed.
- Work to streamline the MIP procedures as a supplement to MIP guidelines. Begin by developing a written document that describes all of the steps necessary to plan and implement MIP, including a timeline with key dates. The goal here is develop procedures that do not place undue time burdens on Commissioners and other volunteers who assist in MIP.
- Clarify with Council the MIP guideline that the concert series should "Exhibit a variety of styles and diversity of cultural origins that may include costume and dance." For example, does that mean diversity as it is reflected in Los Gatos?
- Consider increasing the number of sponsorships and the dollar amount donated. This is part of a larger effort to create a budget that will enable the Arts Commission to be in a financial position to appropriately fund other community arts projects and programs besides MIP.
- Post signs at concert events that are consistent and clear regarding rules and policies (i.e. ordinance restricting blanket use).
- Review the grant program with an eye toward infusing it with new ideas and people.